

# CONTRACT



**KUSA-TV**  
**500 Speer Blvd.**  
**Denver, CO 80203**  
**(866)858-5322**

[www.9news.com](http://www.9news.com)

And:

**Mundy Katowitz Media/ POL**  
**1322 G St SE**  
**Washington, DC 20003**

<u>Contract / Revision</u> 705573 /		<u>Alt Order #</u> 06271138
<u>Product</u> <b>PRIORITIES USA ACTN</b>		
<u>Contract Dates</u> <b>09/25/12 - 10/01/12</b>	<u>Estimate #</u> <b>1562</b>	
<u>Advertiser</u> <b>Priorities USA Action</b>		<u>Original Date / Revision</u> 08/09/12 / 09/21/12
<u>Billing Cycle</u> EOM/EOC	<u>Billing Calendar</u> Broadcast	<u>Cash/Trade</u> Cash
<u>Station</u> <b>KUSA</b>	<u>Account Executive</u> Mary Tricoli	<u>Sales Office</u> Telerep Philadel
<u>Special Handling</u>		
<u>Demographic</u> Adults 35+		
<u>IDB#</u>	<u>Advertiser Code</u> 321	<u>Product Code</u> 340
<u>Agency Ref</u>		<u>Advertiser Ref</u>

*Line	Ch	Start Date	End Date	Description	Start/End Time	Days	Length	Spots/ Week	Rate	Rtn	Type	Spots	Amount
N 1	KUSA	09/28/12	09/28/12	Extra	1230p-1p		:30				NM	1	\$500.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>	<u>Rating</u>			
Week:		09/24/12	09/30/12	----F--				1	\$500.00	0.00			
N 2	KUSA	09/28/12	09/28/12	9News Daybreak 5:30a	530-6am		:30				NM	1	\$1,300.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>	<u>Rating</u>			
Week:		09/24/12	09/30/12	----F--				1	\$1,300.00	0.00			
N 3	KUSA	09/28/12	09/28/12	9News 6am	6-7am		:30				NM	1	\$2,000.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>	<u>Rating</u>			
Week:		09/24/12	09/30/12	----F--				1	\$2,000.00	0.00			
N 4	KUSA	09/28/12	09/28/12	Entertainment Tonight	630-7p		:30				NM	1	\$2,500.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>	<u>Rating</u>			
Week:		09/24/12	09/30/12	----F--				1	\$2,500.00	0.00			
N 5	KUSA	09/28/12	09/28/12	Today Show	7-9am		:30				NM	1	\$2,000.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>	<u>Rating</u>			
Week:		09/24/12	09/30/12	----F--				1	\$2,000.00	0.00			
N 6	KUSA	09/28/12	09/28/12	Today Show II	9-10am		:30				NM	1	\$900.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>	<u>Rating</u>			
Week:		09/24/12	09/30/12	----F--				1	\$900.00	0.00			
N 7	KUSA	10/01/12	10/01/12	Late Night w/Jimmy Fallon	1137p-1237a		:30				NM	1	\$450.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>	<u>Rating</u>			
Week:		10/01/12	10/07/12	M-----				1	\$450.00	0.00			
N 8	KUSA	10/01/12	10/01/12	9News at Noon	12p-1230p		:30				NM	1	\$600.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>	<u>Rating</u>			
Week:		10/01/12	10/07/12	M-----				1	\$600.00	0.00			
N 9	KUSA	10/01/12	10/01/12	Ellen	3-4p		:30				NM	1	\$850.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>	<u>Rating</u>			
Week:		10/01/12	10/07/12	M-----				1	\$850.00	0.00			
N 10	KUSA	10/01/12	10/01/12	9News 5pm	5p-530p		:30				NM	1	\$2,500.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>	<u>Rating</u>			
Week:		10/01/12	10/07/12	M-----				1	\$2,500.00	0.00			
N 11	KUSA	10/01/12	10/01/12	9News Daybreak 5:30a	530-6am		:30				NM	1	\$1,300.00

(\* Line Transactions: N = New, E = Edited, D = Deleted)

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TERMS: Due 15th day of the Month following Broadcast.



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**500 Speer Blvd.**  
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**(866)858-5322**

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Contract / Revision	Alt Order #
705573 /	06271138

Contract Dates	Product	Estimate #
09/25/12 - 10/01/12	PRIORITIES USA ACTN	1562

Advertiser	Original Date / Revision
Priorities USA Action	08/09/12 / 09/21/12

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Week:	10/01/12	10/07/12	M-----	1	\$1,300.00	0.00																																							
N 12	KUSA	10/01/12	10/01/12	9News 6pm	6p-630p		:30				NM	1	\$2,800.00																																
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N 13	KUSA	10/01/12	10/01/12	9News 6am	6-7am		:30				NM	1	\$2,000.00																																
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Week:	10/01/12	10/07/12	M-----	1	\$2,000.00	0.00																																							
N 14	KUSA	10/01/12	10/01/12	Today Show	7-9am		:30				NM	1	\$2,000.00																																
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Week:	10/01/12	10/07/12	M-----	1	\$2,000.00	0.00																																							
N 15	KUSA	09/29/12	09/29/12	9News 10pm Sat	Sat 10p-1037p		:30				NM	1	\$2,800.00																																
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Week:	09/24/12	09/30/12	-----S-	1	\$2,800.00	0.00																																							
N 16	KUSA	09/29/12	09/29/12	9News 7a Sat	7-9a		:30				NM	0	\$0.00																																
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Week:	09/24/12	09/30/12	-----S-	1	\$1,200.00	0.00																																							
<table><tr><th>Spot</th><th>Ch</th><th>Date Range</th><th>Description</th><th>Start/End Time</th><th>Weekdays</th><th>Length</th><th>Rate</th><th>Rtg</th><th>Type</th></tr><tr><td>1</td><td>KUSA</td><td>09/24/12-09/30/12</td><td>9News 7a Sat</td><td>7-9a</td><td>-----Sa--</td><td>:30</td><td><del>\$1,200.00</del></td><td>0.00</td><td>NM</td></tr><tr><td colspan="10">Credited</td></tr></table>														Spot	Ch	Date Range	Description	Start/End Time	Weekdays	Length	Rate	Rtg	Type	1	KUSA	09/24/12-09/30/12	9News 7a Sat	7-9a	-----Sa--	:30	<del>\$1,200.00</del>	0.00	NM	Credited											
Spot	Ch	Date Range	Description	Start/End Time	Weekdays	Length	Rate	Rtg	Type																																				
1	KUSA	09/24/12-09/30/12	9News 7a Sat	7-9a	-----Sa--	:30	<del>\$1,200.00</del>	0.00	NM																																				
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N 17	KUSA	09/30/12	09/30/12	9News 7a Sun	7-9a		:30				NM	1	\$1,200.00																																
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Week:	09/24/12	09/30/12	-----S	1	\$1,200.00	0.00																																							
N 18	KUSA	09/27/12	09/27/12	The Doctors	1-2p		:30				NM	1	\$500.00																																
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Week:	09/24/12	09/30/12	---T---	1	\$500.00	0.00																																							
N 19	KUSA	09/27/12	09/27/12	Tonight Show	1037-1137p		:30				NM	1	\$2,000.00																																
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N 20	KUSA	09/27/12	09/27/12	Ellen	3-4p		:30				NM	1	\$850.00																																
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N 21	KUSA	09/27/12	09/27/12	9News 5pm	5p-530p		:30				NM	1	\$2,500.00																																
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Week:	09/24/12	09/30/12	---T---	1	\$2,500.00	0.00																																							
N 22	KUSA	09/27/12	09/27/12	9News Daybreak 5:30a	530-6am		:30				NM	1	\$1,300.00																																
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N 23	KUSA	09/27/12	09/27/12	9News 6pm	6p-630p		:30				NM	1	\$2,800.00																																
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N 24	KUSA	09/27/12	09/27/12	9News 6am	6-7am		:30				NM	1	\$2,000.00																																
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N 25	KUSA	09/25/12	09/25/12	The Doctors	1-2p		:30				NM	1	\$500.00																																
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N 26	KUSA	09/25/12	09/25/12	Tonight Show	1037-1137p		:30				NM	1	\$2,000.00																																
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TERMS: Due 15th day of the Month following Broadcast.



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**Denver, CO 80203**  
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		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>	<u>Rating</u>			
Week:		09/24/12	09/30/12	-T-----				1	\$2,000.00	0.00			
N 31	KUSA	09/26/12	09/26/12	9News 4pm	4p-5p		:30				NM	1	\$1,300.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>	<u>Rating</u>			
Week:		09/24/12	09/30/12	--W----				1	\$1,300.00	0.00			
N 32	KUSA	09/26/12	09/26/12	9News Daybreak 5:30a	530-6am		:30				NM	1	\$1,300.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>	<u>Rating</u>			
Week:		09/24/12	09/30/12	--W----				1	\$1,300.00	0.00			
N 33	KUSA	09/26/12	09/26/12	9News 6am	6-7am		:30				NM	1	\$2,000.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>	<u>Rating</u>			
Week:		09/24/12	09/30/12	--W----				1	\$2,000.00	0.00			
N 34	KUSA	09/26/12	09/26/12	Entertainment Tonight	630-7p		:30				NM	1	\$2,500.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>	<u>Rating</u>			
Week:		09/24/12	09/30/12	--W----				1	\$2,500.00	0.00			
N 35	KUSA	09/26/12	09/26/12	Today Show	7-9am		:30				NM	1	\$2,000.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>	<u>Rating</u>			
Week:		09/24/12	09/30/12	--W----				1	\$2,000.00	0.00			
N 36	KUSA	09/26/12	09/26/12	Today Show II	9-10am		:30				NM	1	\$900.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>	<u>Rating</u>			
Week:		09/24/12	09/30/12	--W----				1	\$900.00	0.00			
N 37	KUSA	09/29/12	09/29/12	9News 5p Sat	5-6p		:30				NM	1	\$1,200.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>	<u>Rating</u>			
Week:		09/24/12	09/30/12	-----S-				1	\$1,200.00	0.00			
N 38	KUSA	09/25/12	09/28/12	Extra	1230p-1p		:30				NM	1	\$500.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>	<u>Rating</u>			
Week:		09/24/12	09/30/12	-TWTF--				1	\$500.00	0.00			
Totals										0.00		37	\$57,750.00

Time Period	# of Spots	Gross Amount	Net Amount
08/27/12 - 09/30/12	29	\$45,250.00	\$38,462.50
10/01/12 - 10/01/12	8	\$12,500.00	\$10,625.00
<b>Totals</b>	37	\$57,750.00	\$49,087.50

(\* Line Transactions: N = New, E = Edited, D = Deleted)

Gannett Co., Inc. and its stations do not discriminate in advertising contracts on the basis of race, gender or ethnicity. Any provision in any order or agreement for advertising that purports to discriminate on the basis of race, gender or ethnicity, even if handwritten, typed or otherwise made a part of the particular contract, is hereby rejected. Advertiser agrees to indemnify Station from all claims (including attorney's fees) for which Station may become liable due to the advertisement(s). This contract renders void any statement concerning liability which appears on correspondence from agency or advertiser. It is further agreed that the station does not accept advertising orders or space reservations claiming sequential liability.

Notwithstanding to whom bills are rendered, advertiser, agency and service, jointly and severally, shall remain obligated to pay to station the amount of any bills rendered by station within the time specified and until payment in full is received by station. Payment by advertiser to agency or to service, shall not constitute payment to this station.

TERMS: Due 15th day of the Month following Broadcast.



**KUSA-TV**  
**500 Speer Blvd.**  
**Denver, CO 80203**  
**(866)858-5322**

[www.9news.com](http://www.9news.com)

<u>Contract / Revision</u> 705573 /		<u>Alt Order #</u> 06271138
<u>Contract Dates</u> <b>09/25/12 - 10/01/12</b>	<u>Product</u> PRIORITIES USA ACTN	<u>Estimate #</u> <b>1562</b>
<u>Advertiser</u> <b>Priorities USA Action</b>		<u>Original Date / Revision</u> 08/09/12 / 09/21/12

**Signature:** \_\_\_\_\_ **Date:** \_\_\_\_\_

(\* Line Transactions: N = New, E = Edited, D = Deleted)

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